

To: Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A.,  
Feltman, John P., Gambardella, Mark R., Brown, Greg, Figueroa, David A., Klein, John F.,  
Alese, Louann F.  
From: Orourke, Rory  
Posted: 9/17/97 8:15  
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Subject: Winston PDI

Attached is additional Winston PDI for each division. Please contact Phyllis to order your allocation. Please note the availability dates for each item. These are the dates we are permitted to order the item.

This is it. Do not expect any additional PDI until next year some time.

Rory

CC: Guaneri, James, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH),  
Floyd, Phyllis

51851 9455

# WINSTON PDI REORDER ALLOCATIONS

Description	SKU	Item #	Available	Region Allocation	Division Allocation						
					1221	1222	1223	1224	1225	1226	1229
Winston Pack Replica Counter Display	5	530135	19-Sep	150	20	20	18	23	23	18	28
"No Bull" Floor Mat(decal)	10	527573	19-Sep	61	8	8	7	9	9	7	13
Business Hours Decal	25	528212	19-Sep	15	2	2	2	2	2	2	3
In-Out Decal	50	528221	19-Sep	45	6	6	5	7	7	5	9
Door/Window Decal	25	528203	19-Sep	125	17	17	15	19	19	15	23
Push/Pull Decal	50	528215	* 19-Sep	40	5	5	5	6	6	5	8
Winston 5x3 " Smoke This " Banner (1)	10	535853	24-Sep	150	20	20	18	23	23	18	28
Winston 9x3 " Smoke This " Banner (1)	10	535862	8-Oct	42	6	6	5	6	6	5	8
Stick to Stick Change Mat	25	528140	12-Oct	126	17	17	15	19	19	15	24

(1) New Item

\* 50% complete, balance due by 10-3

51851 9456

WINALLO2.XLS

9/17/97

## WINSTON PDI REORDER ALLOCATIONS

		NEW			NEW					
Description		Stick to Stick Change	Winston Pack Replica Counter Display	"No Bull" Floor Mat(decal)	Winston 5x3 " Smoke This " Banner	Winston 9x3 " Smoke This " Banner	Business Hours Decal	Push/Pull Decal	In-Out Decal	Door/Window Decal
Sku		Mat	5	10	10	10	25	50	50	25
Item #		528140	530135	527573	535853	535862	528212	528215	528221	528203
Available in GATX		12-Oct	19-Sep	19-Sep	24-Sep	8-Oct	19-Sep	* 19-Sep	19-Sep	19-Sep
New York % of NESA		25%	25%	16%	25%	17%	12%	20%	17%	33%
1	1100 Boston	68	20	93	40	16	37	32	50	25
2	1200 N. York Metr	126	150	61	150	42	15	40	45	125
3	1300 Philadelphia	79	75	45	95	26	19	29	45	150
4	1600 Buffalo	78	177	57	113	35	23	31	32	25
5	1700 Pittsburgh	74	100	71	100	26	15	29	45	25
6	1800 Cincinnati	75	75	48	95	105	16	39	49	25
7	2100 Winston-Salem	100	100	75	100	50	25	40	40	75
8	2200 Atlanta	100	100	75	100	50	25	40	40	75
9	2300 Florida	100	100	75	100	50	25	40	40	75
10	2600 Dallas	100	100	75	100	50	25	40	40	75
11	2900 Richmond	100	100	75	100	50	25	40	40	75
12	5100 North.Calif.	125	155	94	146	62	31	50	38	94
13	5400 South. Calif.	125	120	94	99	62	31	50	36	93
14	5600 Seattle	125	28	94	12	63	31	50	10	94
15	5800 Houston	125	100	93	150	63	32	50	50	94
16	6200 Chicago	100	100	75	100	50	25	40	40	75
17	6300 Minneapolis	100	100	75	100	50	25	40	40	75
18	6600 Denver	100	100	75	100	50	25	40	40	75
19	6700 Detroit	100	100	75	100	50	25	40	40	75
20	6900 St. Louis	100	100	75	100	50	25	40	40	75
Totals		2000	2000	1500	2000	1000	500	800	800	1500

\* 50% complete, balance due by 10-3

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